

slip on  
a new look  
with a free  
pair of shades.

your choice  
for telling us  
where you're at.



what you want.

CHECK THE BOX THAT'S YOU



who you are.

FOR SMOKERS AGE 21 OR OVER.

PLACE OUTSIDE ADDRESS LABEL HERE  
TO GET YOUR SHADES.

Your label contains your Official Shades ID Number.

Use the lines below to print  
name and address corrections only.

By responding to the following  
survey and signing below, I certify  
that I am a cigarette smoker 21  
years of age or older. I am also  
willing to receive free samples of  
cigarettes and incentive items in  
this mail, subject to applicable state  
and federal law.

pratt/hunt  
inc./msd

Free Samples Offer good until March 31, 1994. Please allow 10 to 12 weeks for delivery. (Only one sample per person. Samples are not redeemable for cash, merchandise, or postage-free mail. The guarantee is U.S.A. Consumer Funds Association. Samples are subject to one per person regardless of the number of surveys completed. Free samples are subject to a different set of regulations if your address is not available. Free samples are not redeemable for exchange. Void where otherwise prohibited, taxed or banned. Offer terminates within 3 years of date of issue.  
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part to GATE

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what you like.

1. What is your regular brand of cigarettes—that  
is, the brand you smoke most often?

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100s ☐ 120s

3. Is your regular brand...? (Check one.)

☐ Mouthful ☐ Non-Mouthful

4. Is your regular brand...? (Check one.)

☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)

☐ Lights/Mild ☐ Ultra/Light/Low Tar

☐ Lights/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by...? (Check one.)

☐ Packs ☐ Cigarettes ☐ Both

7. How long have you smoked this brand?

☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 5 years ☐ More than 5 years

8. What, if any, was your previous brand?

9. The next time you go to the store, if your  
regular brand were not available, what  
would you do? (Check one.)

☐ Go to another store to buy my regular  
brand

☐ Buy another type or length of my regular  
brand

☐ Wait until the store has my regular brand

☐ Buy a different brand entirely

10. Which of the following statements best  
describes the way you use coupons? (Check one.)

☐ I use almost any cigarette coupon I get.

☐ I occasionally use coupons, but I never use  
one if I am not for my regular brand.

☐ I only use coupons if they are for my  
regular brand.

☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available,  
which of the following brands would you  
consider buying? (Check all that apply.)

- |                                    |                                     |  |
|------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Alpine    | <input type="checkbox"/> GPC        | <input type="checkbox"/> Pyramid       |
| <input type="checkbox"/> B&W       | <input type="checkbox"/> Kent       | <input type="checkbox"/> Raleigh Extra |
| <input type="checkbox"/> Benson &  | <input type="checkbox"/> Kool       | <input type="checkbox"/> Salem         |
| <input type="checkbox"/> Newcap    | <input type="checkbox"/> Majors     | <input type="checkbox"/> Sterling      |
| <input type="checkbox"/> Red Bay   | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> Stone Island  |
| <input type="checkbox"/> Red Wolf  | <input type="checkbox"/> Merit      | <input type="checkbox"/> Tropicana     |
| <input type="checkbox"/> Red Wolf  | <input type="checkbox"/> Misty      | <input type="checkbox"/> Superslims    |
| <input type="checkbox"/> Backs     | <input type="checkbox"/> Monarch    | <input type="checkbox"/> True          |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Mount Air  | <input type="checkbox"/> Vantage       |
| <input type="checkbox"/> Camel     | <input type="checkbox"/> More       | <input type="checkbox"/> Victory       |
| <input type="checkbox"/> Capital   | <input type="checkbox"/> Newport    | <input type="checkbox"/> Virginia      |
| <input type="checkbox"/> Capri     | <input type="checkbox"/> Nip        | <input type="checkbox"/> Sun           |
| <input type="checkbox"/> Colibri   | <input type="checkbox"/> Parliament | <input type="checkbox"/> Winston       |
| <input type="checkbox"/> Doris     | <input type="checkbox"/> Other      |  |

12. Please list all the brands of cigarettes you  
smoked at least one pack of in the past two  
weeks. How many packs did you smoke of  
each brand? (List as many brands as you need.  
Write in exact number of packs for each  
brand below. Note: 1 carton = 10 packs.)

Brand \_\_\_\_\_ Packs \_\_\_\_\_

Brand \_\_\_\_\_ Packs \_\_\_\_\_

Brand \_\_\_\_\_ Packs \_\_\_\_\_

Brand \_\_\_\_\_ Packs \_\_\_\_\_

13. How often do you use special in-store  
cigarette offers, such as a free gift with  
purchase, 1-2 for 1, or special price?

(Select: ☐ Never ☐ Sometimes ☐ Often ☐ Always)

14. I look for special offers  
for my regular  
brand.

☐ Yes ☐ No

15. I have a collection of  
special offers for  
my regular brand.

☐ Yes ☐ No

16. Which of the following best describes you? (Check one.)

- ☐ White
- ☐ African-American
- ☐ Hispanic
- ☐ Asian
- ☐ American Indian
- ☐ Other

17. Are there other smokers in your household  
21 years of age or older? Please print full  
names, birth dates and regular brands.

First Name \_\_\_\_\_ DOB \_\_\_\_\_ Regular Brand \_\_\_\_\_

First Name \_\_\_\_\_ DOB \_\_\_\_\_ Regular Brand \_\_\_\_\_

First Name \_\_\_\_\_ DOB \_\_\_\_\_ Regular Brand \_\_\_\_\_

18. Where do you usually buy your cigarettes?

- (Check one.)
- ☐ Supermarket/Chain
- ☐ Neighborhood Grocery
- ☐ Convenience/Gas
- ☐ Drug Store/Pharmacy
- ☐ Outright Store

